

Branding

It's Not Just Your Logo. It's Your Reputation.

Let's be real.

Branding isn't just about having a cute logo, picking the "right" fonts, or using the same filter on all your posts.

Branding is the feeling people get when they experience you.

It's what they say about you when you're not in the room. It's what sticks — long after the first scroll, click, or purchase.

And if your brand looks good on the outside but doesn't feel aligned, connect deeply, or communicate clearly...

You've got some reworking to do.

That's where I come in.

Benny has Helped a lot of Brands Show Up Boldly, Clearly, and Honestly

I've worked with multiple brands, helping them not just "look nice," but stand for something. Because the truth is, branding is not about being trendy, it's about being true.

True to your mission.

True to your message.

True to the people you're trying to reach.

What I Do: Branding That Feels Like You — But Sharper

Whether you're starting from scratch, rebranding, or just feeling "off" about how you show up, I help you build a brand that's clear, consistent, and real.

Because real brands **connect**, **convert**, and **create community**.

What's Included in My Branding Services:

Brand Discovery & Strategy

We go deep. Not just into what you do, but why you do it, who it's for, and how to say it clearly. This is the foundation — your brand voice, story, tone, values, positioning, and more.

Visual Identity Development

Logo? Yes. But also color palette, font system, imagery guidelines — all created to be cohesive, versatile, and true to you.

Messaging & Brand Voice

What's the point of looking great if you sound confused? I help you write messaging that makes people feel something, and trust your brand instantly.

Brand Guidelines You Can Actually Use

No overly technical brand bibles here. You'll walk away with clear, simple, usable guidelines you and your team can actually follow.

Ongoing Brand Support

Need help maintaining consistency across socials, website, campaigns, or packaging? I stick around (if you need me) to help your brand evolve the right way.

Why Branding Matters More Than Ever

Because today's audience can spot a fake from a mile away.

They don't just want to "buy stuff." They want to buy into stories, into meaning, into brands that feel aligned with who they are.

Branding isn't just your first impression — it's your lasting impact.

Why Work With Me?

I blend creative clarity with strategic depth — you won't just look good; you'll make sense

I've helped brands go from confused and scattered to confident and consistent

I've built my own personal brand from the ground up — so I get what it takes to show up with heart, edge, and purpose.

Let's Build a Brand That's Unmistakably You

If you've been winging it, second-guessing yourself, or tired of the "nice but forgettable" look...

Let's fix that. Together, we'll create a brand that feels like you, sounds like you — and makes the right people take notice.

Ready to brand (or rebrand) with clarity and confidence?

I'd love to work with you.